



**ENVIRONICS**  
RESEARCH GROUP

# Canadian Environmental Barometer

## ■ *Continuous public opinion intelligence on climate change and the environment*

### The Issue

*The environment and sustainability are now central issues on the agenda of all organizations. Governments, businesses, non-profit groups and individuals are challenged to figure out what these issues mean to them and their bottom line: Where are the opportunities, what are the threats, and how best to move forward? And for many organizations this process is happening in a multi-stakeholder environment, which is public, involves many players and features conflicting voices.*

Public opinion is a key piece of the puzzle. What Canadians think and believe—in their roles as citizens, customers, employees, and members of communities and networks—matters to how these issues play out in the broader arena. Policy and business decisions are not dictated by public opinion, but they often cannot succeed without understanding where the public stands, and what citizens are prepared to endorse in the way of new policies, products and services.

One of the biggest challenges is getting an accurate read on public opinion. The media and pundits can always be counted on to quickly pronounce where Canadians stand on the environment and other issues. But such views are rarely based on objective evidence, and often reflect a particular agenda—they rarely answer the important questions and are often dangerously misleading. How do leading organizations effectively keep their eye on the public perspective?

### The Research

The Canadian Environmental Barometer is a quarterly syndicated research service which provides governments, business and the non-profit sector with ongoing intelligence and insight about Canadian public opinion on environmental issues.

Each quarter (March, June, September, November/December), the Environmental Barometer surveys a representative sample of 2,000 Canadians to capture public opinion as the issues evolve in response to domestic and global events, government and business initiatives, and economic conditions.

#### Each quarterly survey is designed to:

- ✓ Measure ongoing tracking of key public opinion indicators, to detect meaningful trends as they emerge and provide “ahead of the curve” insights.
- ✓ Identify how Canadians are responding to key events, emerging issues and new initiatives, and what this means for policy and decision-making.
- ✓ Provide an in-depth picture of how Canadians view specific environmental issues (e.g. oil sands, corporate reputation, environmental pricing) at the national and provincial levels.

The indicators have been carefully designed to zero in on the essential aspects of public opinion, based on Environics’ proprietary research studies stretching back more than 30 years.

SEE REVERSE ↪



## The Service

This research is available as a syndicated service to public, private and non-profit sector organizations that need to keep close watch on the environment and/or climate change file. Each quarter subscribers receive the latest survey results, including topline highlights upon completion of the survey fieldwork, followed by a concise analytical report identifying the key trends and insights, with supporting detailed results broken down by region/province and demographic groups.

### In addition to the quarterly reports, subscribers can also get:

- ✓ Opportunities for input into the themes and topics explored in each survey
- ✓ In-depth briefings by senior Environics researchers
- ✓ Customized concise “what this means for your organization” briefing note with every quarterly report
- ✓ Customized “omnibus” questions, designed to address subscribers’ specific requirements (e.g. client-specific issues, awareness/response to new initiatives; corporate reputation vs. benchmarks)

## Subscription Price

Subscriptions are available on an annual or quarterly basis (all prices are in \$CDN + applicable taxes).

SERVICES	ANNUAL SUBSCRIPTION	QUARTERLY SUBSCRIPTION
Subscription (full reports/analysis) <sup>1</sup>	\$24,000	\$7,600
Customized proprietary omnibus questions	\$ per question	\$ per question
Customized subscriber briefing	1 per year included	\$1,000 per briefing <sup>2</sup>
Customized briefing note: “ <i>What this means for you</i> ”	Included with every report	\$350 per quarter

<sup>1</sup>25% discount is available to charitable and non-profit organizations. <sup>2</sup>Plus applicable travel costs to subscriber location.

## About Environics Research Group

Environics is one of Canada's leading public opinion and market research firms, with a reputation for integrity, accuracy and insight. Since 1970, Environics has been tracking public opinion on energy and the environment, as well as the full spectrum of public affairs issues and social trends, through custom research and syndicated studies, including FOCUS CANADA and the Environics Social Values Monitor.

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